Starting Strong This Season

Alaska's salmon season kicked off May 17 in Copper River, while halibut and sablefish have been streaming through Southeast. Just as fisheries managers and fishermen look to research and forecasts to plan for the season, ASMI utilizes market data, industry surveys and scientific research to guide our efforts and support your activities on behalf of Alaskans and the Alaska seafood industry. Learn more about several new informational resources available below.

As summer begins, ASMI wishes you a safe and prosperous season.

Upcoming Events

International Marketing Committee (Europe & South America)  
June 10, 2021 - Zoom

Domestic Marketing Committee  
June 11, 2021 - Zoom

Virtual Trade Mission to Latin America  
June 14-17, 2021  
ASMI invites you to a virtual trade mission to Latin America. Find details under “Trade shows & Forums.”
Alaska Seafood in the News

ASMI works with writers and editors to share the story of Alaska Seafood.

FOOD NETWORK

Here's Why Halibut Is the Easiest Type of Seafood to Grill
MAY 11, 2021

READ THE ARTICLE

How to Cook Frozen Salmon without Thawing it
APRIL 23, 2021

READ THE ARTICLE

IMPRESSIONS: 6.99 million+ for each article

MARTHA STEWART LIVING

Salmon shiitake rice bowls
MAY 15, 2021
Impressions: 4.7 million+

NEW YORK TIMES

What to cook this week
MAY 9, 2021
Impressions: 39 million+

WOLF IT DOWN WITH TYLER FLORENCE

Crab cake crusted Alaska halibut
APRIL 26, 2021

SUPERMARKET NEWS

PCC
Community Market sales up 25% in 2020
APRIL 26, 2021

New Resources
COVID-19 impact survey results released
In March 2021, McKinley Group conducted surveys on behalf of ASMI to measure the pandemic’s impact on Alaska’s commercial fishermen and processing sectors during the 2020 season. ASMI thanks our industry partners for their participation in the survey process.

VIEW THE RESULTS

INDUSTRY
ASMI FY2020 Annual Report available
ASMI’s Annual Report, including a look back at ASMI’s organization goals, accomplishments, challenges, metrics and financials is now available for download. Printed copies are available upon request.

READ THE REPORT

RESEARCH
New report shows Alaska Seafood success at retail
ASMI partnered with Datassential Research to produce a new report with insights into the attitudes and consumption patterns of seafood shoppers over the past year. Key takeaways show the strength of the Alaska Seafood brand and are included in a new downloadable report and sales tool.

DOWNLOAD THE REPORT

INDUSTRY
Refreshed ‘Alaska Seafood 101’ Brochure
Previously called the “Alaska Seafood A-Z” brochure, this general guide to Alaska seafood has been updated to provide information on more species.

SEE THE REFRESH

QUALITY
New tool provides the facts on frozen quality
ASMI produced a new technical fact sheet on the process, quality and benefits of freezing Alaska seafood.

VIEW THE FACT SHEET
RESEARCH

ASMI project recommended for SK Grant funding

NOAA has recommended the funding of ASMI’s proposal to develop a nutrient and contaminant database for commercially harvested Alaska species through the Saltonstall-Kennedy (SK) Grant Program. For more information on the project contact ASMI’s Technical Director, John Burrows.

EMAIL FOR INFORMATION

ASMI Activities
Trade shows & forums
ASMI participates in events and tradeshows to connect industry and facilitate sales of Alaska seafood around the world.

ASMI LATIN AMERICA
Virtual trade mission to Latin America
ASMI invites industry members to participate in the virtual trade mission to Latin America, with a focus on Peru, Mexico, Colombia, Chile, and Ecuador, June 14-17.

The virtual mission includes 8-10 qualified one-on-one meetings with buyers/processors via Zoom, translation assistance, a company profile listing on the trade mission brochure containing contact details and product information, and overall assistance by ASMI’s overseas marketing representative. For more information and to register, please contact Carolina Nascimento.

ASMI JAPAN
ASMI launches Seafood University e-learning platform in Japan
An Alaska Seafood e-learning platform was launched in Japan to educate supermarket store managers, demo representatives, nutritionists, culinary students and general consumers. Over 1,500 people have participated since the platform went live in April.

Promotions
ASMI holds promotions around the world to boost retail sales and grow the Alaska seafood consumer base.

ASMI U.S. DOMESTIC
Rosauers Lent promotion nets double digit sales growth
Rosauers held a promotion of Alaska seafood during Lent, and saw a 40% year-over-year increase in sales.

SPECIES: Wild Alaska salmon, cod, halibut, crab, rockfish, sablefish and sole
PROMOTION CHANNELS: Designated in-store Alaska section, signage, e-newsletter and social media posts
LOCATION: 22 Rosauers stores in the Pacific Northwest and Rockies regions

ASMI NORTHERN EUROPE
Partnership with Grutto
ASMI partnered with Netherlands home-delivery service Grutto, which delivers various proteins direct to consumer homes. Their first promotion of wild salmon included different cuts of salmon and was heavily advertised through May.

SPECIES: Wild Alaska salmon
PROMOTION CHANNELS: Online ad banners on popular news and sports websites
Renewed promotion with retailer Picard
French frozen food specialty store Picard saw an increase in demand for Alaska seafood due to COVID-19, and held a promotion in the spring of 2021. Sales for the first quarter were estimated to be around $1.2 million.

SPECIES: various Alaska seafood species
PROMOTION CHANNELS: in-store information, posters, product ads
ESTIMATED SALES: USD $1.2 million

Alaska Seafood shines at Hy-Vee
Hy-Vee held a Lenten promotion with various advertisements and dietitian participation in promoting the health benefits of Alaska seafood.

SPECIES: Wild Alaska pollock, salmon and cod
PROMOTION CHANNELS: social media, magazine print ads, point-of-sale posters and clings.
SALES INCREASE: 46% year-over-year

Wild Alaska pollock kibbeling promotion
ASMI worked with Seafood Connection on a campaign to promote wild Alaska Pollock kibbeling in the Netherlands. Kibbeling is a well known Dutch product, and the campaign will run through June.

Alaska Seafood takes over Kurobi take-out
On April 26-28, ASMI SEU worked with Carlos Navarro’s new take-out restaurant Kurobi in Benalmádena, Spain along with chef Sergo Garrido (another Alaska Seafood ambassador) to have Alaska seafood on the menu, along with the Alaska Seafood logo and bear.

Partnerships
ASMI partners with various organizations to further amplify our reach.

Retail Dietitians Business Alliance highlights Cook It Frozen!
ASMI sponsored the Retail Dietitians Business Alliance virtual event May 4-6. ASMI held a virtual booth, participated in numerous meetings with dietitians and sponsored a breakout section where commercial harvester Melanie Brown demoed how to cook wild Alaska sockeye salmon in an air fryer.

Master chef training and recipe collaborations
ASMI held a three-day Chefs Master Training program in in March with culinary instructors and importers from leading institutes and distributors in Thailand. ASMI Southeast Asia also partnered with a Thai master chef to develop and produce 12 quality recipes and photos for use in social
media and a forthcoming cookbook.

**SPECIES:** Black cod, yellowfin sole, Alaska pollock, Pacific Ocean perch, sockeye, keta salmon, king, salmon roe, pollock roe

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**ASMI CENTRAL EUROPE**

**Food blogger partnership**

ASMI collaborated with food blogger “Foodlovin” to develop quick and easy recipes for people working from home.

**VIEWS:** 205,000+

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**ASMI CENTRAL EUROPE**

**Social media collaboration**

In collaboration with USDA Bucharest, ASMI worked with 35 popular Romanian bloggers in an effort to support Romanian seafood importers.

**CAMPAIGN:** articles, posts, Instagram stories and recipe videos

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**ASMI CONSUMER PR**

**Celebrity chef Tyler Florence promotes Alaska sustainability**

ASMI partnered with celebrity chef and Food Network host [Tyler Florence](#), as well as popular food writer and social influencer [Jake Cohen](#) to share recipes featuring Alaska halibut and cod while touting the sustainability of wild Alaska seafood.

**CAMPAIGN:** Recipes, social posts, Instagram stories and recipe videos

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**Highlights from the Media Library**
Popular this month
Here is a sample of favorite photos in the library from May. Assets are available for industry members to use in the promotion and sales of Alaska seafood. Get an account and explore the assets today.

CREATE AN ACCOUNT NOW

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Share this Newsletter with a Friend
Forward this Link

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QUESTIONS?
CONTACT ASMI

alaskaseafood.org | wildalaskaseafood.com